



Conservation Services Group

Media Relations Pre-planning Process

Before you plan a media pitch or media event, ask . . .

1. What is the main goal of the getting press coverage?
 - Raise visibility?
 - Gain credibility?
 - Boost sales?
 - Get attendance?
2. What is unique about what you want the media to cover? What's the "WOW" factor?
 - Is it the largest, smallest, first, newest, best, quirky, popular, problem solving, etc.?
3. Who is your audience and what action do you want them to take as a result of the pitch or event?
4. What types of media do you want to target and who specifically?
5. How does this pitch or event relate to the media you want to target?
 - Is this a visual enough story for television?
 - What media is strongest in the geographic area? Boost sales?
 - Is this close enough to the media market center to attract TV?
6. What action do you want the media to take, e.g., interview, live coverage, feature, in-studio appearance?
7. What about this pitch or event makes it a story worthy of the media's time?
 - In the simplest terms, what's the hook or angle?
 - How does this benefit the media's audience, the community?
8. What are the three key messages you want to convey to the media?

For media events, also consider . . .

1. Could the same publicity results be achieved without the expense and uncertainty inherent in a media event?
2. Does the event conflict with other events you are planning or other events in the area?
3. Does the event conflict with any major events that are scheduled in advance, e.g., elections?
4. Does the proposed site make sense to hold the event?
5. Is there a strong visual component to the event?
6. Is there a strong participatory component to the event?
7. Is the location of the event within 30 minutes from targeted media outlets and is it easy for the media to get to?
8. If media cannot cover the event, what else can you offer?
 - Interviews/site tour before or after the event?
 - Press release with photo?
 - News brief?